



16<sup>th</sup> Annual Executive Seminar Series on International Trade

**Massachusetts Small Business Development Center Network**  
**Massachusetts Export Center**

*in cooperation with MassDevelopment*

present



**Fall 2007**  
**Partners for Trade**  
**Seminar and Registration Guide**

*In Collaboration With*  
U.S. Small Business Administration  
University of Massachusetts Amherst, Isenberg School of Management  
Massachusetts Executive Office of Housing and Economic Development  
Massachusetts Office of International Trade & Investment • U.S. Department of Commerce



Deval L. Patrick  
Massachusetts Governor

*The Massachusetts Export  
Center is committed to helping  
the state's businesses succeed  
in today's global marketplace.*

*The world is your market.  
Take the next step.  
Join us as a partner for trade.*



Steven C. Preston  
SBA Administrator

## Register for seminars online at [www.mass.gov/export](http://www.mass.gov/export)

**Preregistration is required** for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

**Seminar materials are for attendees only.**

**Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

**Discount Pricing:** Seminars are offered at a nominal fee; therefore, we do not offer any discount pricing.

**Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

**Payment** is due with your registration. We accept cash and company or personal checks. Registrations through our website also require payment in advance. Sorry, we do not accept credit cards or purchase orders, nor do we invoice participants.

**No Shows:** Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.



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*A portion of the funds for this publication were provided by MassDevelopment.*



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*Although accurate at press time, seminars may be added, rescheduled or cancelled.  
To confirm dates, please visit our website at [www.mass.gov/export](http://www.mass.gov/export).*

# Program Descriptions

## Developing Seafood Sales in International Markets

Don't miss this rare opportunity to hear directly from some of the world's leading authorities on global seafood market development! This seminar is essential for current and prospective exporters of seafood, including wild or cultured seafood products.

Speakers will provide an overview of major European markets and the opportunities and challenges that exist for fish and shellfish products within these markets. Information regarding regulatory requirements for exporting seafood products to the EU will be provided, including pending and anticipated regulatory changes to health certificates, labeling and packaging. Included will be a special focus presentation on France, the country with the most stringent import regulations for U.S. seafood products. The French Food Importer Association will address problem areas concerning the importation of some major seafood products, particularly scallops and monkfish, and steps the Association will take to insure that only products meeting French standards will enter the market.

Staff from Food Export USA - Northeast will describe cost-share assistance programs and services that are available to northeast seafood suppliers seeking to develop foreign markets. Attendees will have the opportunity to speak one-on-one with individual speakers and to network with industry members at a reception immediately following the seminar.

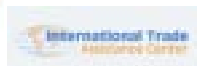
- Amy Austin, Branded Program Coordinator — Food Export USA - Northeast
- Joy Canono, Generic Program Manager — Food Export USA - Northeast
- Colleen Coyne, Seafood Program Coordinator — Food Export USA - Northeast
- Nelly Masson, In-Market Seafood Representative for France, Germany, Belgium and the Netherlands — Food Export USA - Northeast
- David McClellan, In-Market Representative for Spain, Portugal, Italy and Greece — Food Export USA - Northeast
- Michael Sullivan, Southeastern Mass International Trade Advisor — Massachusetts Export Center
- Stephane Vignaud, Fishery Trade Specialist to the EU — U.S. Department of Commerce
- Representative — National du Commerce Extérieur des Produits Congelés et Surgelés (French Food Importer Association)

**Date:** Friday, November 2, 2007

**Time:** Registration 1:30 p.m.; Program 2:00 – 5:00 p.m.; Reception 5:00 – 6:30

**Location:** Quest Center, New Bedford

**Cost:** \$50 includes seminar materials, networking reception and parking



## European Distribution and Logistics: Strategies for Supply Chain Optimization



Europe is an important export market to many U.S. businesses. In fact, the European Union is the largest world trader accounting for 20 percent of the world's imports and exports. However, increasing demands and rising supply chain complexity are driving the need for more sophisticated logistics management strategies. Whether you are considering entering Europe or already have existing operations there, the proper organization of your logistics operation in a customer-friendly and cost-effective way will be critical to your success in reaching its nearly 400 million customers.

This seminar will examine using third party logistics companies as well as setting up your own distribution operation in Europe. The panel of experts will provide valuable and practical advice on how to select favorable supply chain options and to improve your competitive position in Europe. Join us for an in-depth look at optimizing your logistical operations in Europe.

**Date:** Wednesday, October 17, 2007

**Time:** Registration 8:00 a.m.; Program 8:30 – 10:30 a.m.

**Location:** State Room, Harborside 3, Boston

**Cost:** No charge, but preregistration is required

## Export Open House



The government offers a broad range of resources available to help companies with their international business endeavors. These services range from day-to-day export operational assistance to services supporting overseas sales and marketing efforts. This event will feature brief presentations by government export promotion agencies. Following the presentations, participants will have the opportunity to meet one-on-one with government officials to address specific export questions and challenges. Join us and take advantage of having export resources at your fingertips! Government agencies that will be represented include:

- Eric Hunter, Vice President — MassDevelopment
- John Joyce, International Trade and Finance Manager — U.S. Small Business Administration
- Diana La Muraglia, Director of Business Development — Massachusetts Office of International Trade & Investment
- Paula Murphy, Director — Massachusetts Export Center
- Dorothy Zur Muhlen, Director — U.S. Department of Commerce, Commercial Service

**Date:** Thursday, December 6, 2007

**Time:** Registration 8:00 a.m.; Program 8:30 – 11:00 a.m.

**Location:** Summit Place Clubhouse, Community Room, Methuen

**Cost:** No charge, but preregistration is required

## Exporting 101



Join us for a discussion on the international market development process and government resources available to Massachusetts businesses engaged in international trade. This seminar will review the basic export process and discuss the different players involved in the export transaction. Issues to be covered include: determining export readiness; assessing and researching potential export markets; identifying and selecting potential export partners; global trade logistics; export regulatory compliance; international payment and financing, and more. Be sure to bring all of your international trade questions!

- Paula Murphy, Director — Massachusetts Export Center
- Marie Hladikova, Trade Services Manager — Massachusetts Export Center

**Date:** Tuesday, October 16, 2007

**Time:** Registration 9:00 a.m.; Seminar 9:30 – 11:30 a.m.

**Location:** The Lantana, Randolph (as part of the South Shore Chamber of Commerce EXPO)

**Cost:** No charge, but preregistration is required

## International Letter of Credit Certificate Program



This seminar will walk participants through the entire letter of credit process, from the initial proforma invoice or quote to the actual shipment and payment. We will discuss various options for terms of payment, shipment and insurance to help exporters mitigate risks while offering competitive terms to buyers. The seminar will review the roles of the exporter, freight forwarder and bank. Incoterms, document preparation outsourcing and the role of automation will also be discussed. Different types and uses of letters of credit will be reviewed, including transferable letters of credit, standby letters of credit, assignment of proceeds and banker's acceptances. Export financing programs and the new UCP 600 will also be discussed. Participants will receive a certificate of completion issued by the Massachusetts Export Center.

- Eric Aberbach, Vice President — TD Banknorth, N.A.
- Roy Lockwood, President — Roy F. Lockwood, Inc.
- Joseph Wyson, Executive Vice President — Oceanair, Inc.

**Date:** Wednesday, November 7, 2007

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 3:00 p.m.

**Location:** Holiday Inn Select, Woburn

**Cost:** \$95 includes seminar materials, breakfast and lunch

## Managing International Customer Service and Sales Networks



Companies doing business internationally face many obstacles in trying to keep customers happy.

Different time zones, languages and cultures all create a challenging environment to support customers on a global scale. This seminar will provide strategies for supporting end customers and will cover product training, technical support and sales promotion internationally. The program will also provide insight on supporting sales representatives and distributors overseas.

- William Gelb, President — MicroCal LLC
- Rebecca Sabelawski, Customer Service Manager — Disston Tools

**Date** *Wednesday, October 17, 2007*

**Location:** *The Kittredge Center, Room 302, Holyoke*

**Time:** *9:00 – 11:00 a.m.*

**Cost:** *\$45 includes seminar materials and continental breakfast*

## Meet the Massachusetts Export Center



Do you have specific exporting challenges, questions or goals? Or, would you like to export but don't know where to begin? If so, then this forum is for you! International

trade specialists from the Massachusetts Export Center will be available to meet with exporters and prospective exporters. Export Center representatives will provide free and confidential one-on-one counseling and technical assistance on all aspects of international business, including: global strategic planning; international marketing and business development; export legal and regulatory compliance; export documentation and logistics; and global trade finance. Interested companies will be able to schedule individual one-hour appointments to address their specific export concerns. There will also be representation from the U.S. Department of Commerce to discuss their services. Enrollment is limited and preregistration is required!

- Paula Murphy, Director — Massachusetts Export Center
- Marie Hladikova, Trade Services Manager — Massachusetts Export Center

**Date:** *Tuesday, October 2, 2007*

**Time:** *9:00 a.m. – 4:00 p.m.*

**Location:** *Cape Ann Chamber of Commerce, Gloucester*

**Cost:** *No charge, but preregistration is required*

Speaker biographies are available at [www.mass.gov/export](http://www.mass.gov/export)



## Opening an Overseas Sales Office: Lessons Learned in Europe, China and Beyond



Companies strive to maximize competitiveness in global markets, and yet traditional export sales and distribution channels often yield only mediocre results that are sometimes unsustainable over the long term. Many exporting companies are faced with serious challenges when exporting through agents and distributors, including lack of loyalty, lack of “mind share,” lack of motivation, markups which can make prices uncompetitive, and ultimately, inadequate market share and brand recognition.

For maximum, long-term international success, companies must think creatively and often need to establish a direct sales presence in at least a few key overseas markets.

This seminar will discuss issues related to establishing an overseas sales office, including legal requirements and international employment laws, accounting, risk management and HR issues. In addition, companies with overseas sales offices will share their own experiences, including: knowing when a direct sales presence is necessary; managing, supporting and motivating overseas employees; international market development; and managing overseas sales office operations. Issues unique to specific countries and regions will also be discussed. The seminar will also include a resource forum featuring representatives and information from government agencies that can help U.S. firms establish sales offices in select foreign markets.

- M. Carolina Avellaneda, Partner — McCarter & English, LLP
- Glenn Foster, International Controller — ZOLL Medical Corporation
- Thomas Gu, Senior Underwriting Officer, Multinational Risk Group — Chubb Group of Insurance Companies
- Michele Pearl, Network General Manager — BzzAgent, Inc.
- Gabriel Royo, Vice President and General Manager — Morgan Construction Company
- Niles Shah, Partner — Blick Rothenberg Chartered Accountants
- Stewart Sims, Executive Vice President Marketing — Voice Signal Technologies, Inc.
- Mark Thompson, Assistant Vice President & Northeast Zone Manager, Multinational Risk Group — Chubb Group of Insurance Companies

**Date:** Wednesday, November 14, 2007

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 4:00 p.m.

**Location:** One Financial Center, 2nd Floor Conference Center, Boston

**Cost:** \$95 includes seminar materials, breakfast and lunch



# BIS Export Compliance Seminars

The Massachusetts Export Center is pleased to once again serve as a training partner with the **U.S. Department of Commerce, Bureau of Industry and Security (BIS)**. This year, representatives from BIS will visit Boston to deliver training on U.S. export controls and ECCN classification. These seminars usually sell out, so early registration is strongly encouraged!

## Essentials of Export Controls

This is an intensive, one-day program that covers the key information you need to know to comply with the Export Administration Regulations (EAR). Counseling and other professionals from the Bureau of Industry and Security will cover the major elements of the U.S. export control system for commercial exports.

**Date:** Wednesday, December 12, 2007

**Time:** Registration 8:00 a.m.; Program 8:30 a.m. – 4:30 p.m.

**Location:** UMass Boston Campus Center, 3rd Level, Boston

**Cost:** \$175 includes seminar materials, breakfast and lunch (does not include parking). Register for both BIS seminars for only \$260!

## ECCN Classification

This half-day workshop will provide a detailed look at the step-by-step process for determining the appropriate Export Control Classification Number (ECCN) of your item. Knowing your ECCN is the key to determining the license requirements for your item. Technical specialists from BIS will discuss the important steps to a successful item classification, beginning with whether an item is subject to the EAR, the structure of the Commerce Control List (CCL), and how to use the alphabetic and numerical indexes to help narrow your focus during the search for your ECCN. We will walk through examples of this procedure to help you avoid pitfalls that may lead to inaccurate classifications. Recommended prerequisite: Essentials of Export Controls.

**Date:** Thursday, December 13, 2007

**Time:** Registration 8:00 a.m.; Program 8:30 a.m. – 1:00 p.m.

**Location:** UMass Boston Campus Center, 3rd Level, Boston

**Cost:** \$125 includes seminar materials and breakfast (does not include parking). Register for both BIS seminars for a discounted price of \$260!



Register for both BIS seminars — "Essentials of Export Controls" and "ECCN Classification" — for a discounted price of \$260!

# Advanced Certificate Series

## in Global Supply Chain Management



The Massachusetts Export Center is pleased to introduce an Advanced Certificate Series in Global Supply Chain Management this fall.

This intensive, four-part series is designed for exporters and importers with basic knowledge of global supply chain management issues who are seeking to enhance their capabilities in this area. Participants who complete the entire four-part series will receive a certificate of completion from the Massachusetts Export Center.

**Dates:** Thursdays: October 25; November 1, 8 and 15, 2007

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 3:30 p.m.

**Location:** Eastern Insurance, Natick

**Cost:** \$275 for the entire series or \$80 per session. Price includes seminar materials, breakfast and lunch. Parking is complimentary.

### Export Operations, Documentation and Compliance (Oct 25)

This seminar will provide an in-depth overview of export operations and will cover the following topics: major export documents, pitfalls and common mistakes in completing the required documentation; determining foreign regulatory and documentary requirements; resolving common shipping problems; working with the Automated Export System (AES); maximizing the value of a relationship with your freight forwarder; effectively managing the export process in routed freight transactions; ensuring adequate cargo insurance coverage; choosing appropriate payment methods and managing financial transactions; managing export operations within your company; and developing an export compliance program.

- Peter Bogutt, AVP Transportation — Liberty International
- Julia Dvorko, Central Mass Program Director — Massachusetts Export Center
- Mark Levine, Executive Vice President — Eastern Insurance
- Michael MacDonald, Compliance Director — International Rectifier

### Export and Import Classification and Valuation (Nov 1)

This seminar will address the increasing importance of classification and valuation of goods for both exports and imports. With the introduction of the Automated Export System (AES), increased scrutiny by foreign customs authorities and a step-up in enforcement by U.S. Customs and Border Protection, correct classification and valuation has become critical. In today's heightened regulatory trade environment, errors in classification and valuation can lead to penalties, customs problems and shipping delays. This seminar will assist exporters and importers in accurately

classifying and valuing products, and will cover the following topics: overview of Harmonized Tariff Schedule and Schedule B classifications; General Rules of Interpretation; using reasonable care and resolving problems with customs; valuation and duty assessment; valuing repairs, samples and returns; and avoiding common valuation problems.

- Paula Connelly, Partner — Middleton & Shrull
- Roland Shrull, Partner — Middleton & Shrull

### **Global Sourcing, Import Compliance and Recordkeeping (Nov 8)**

The third seminar in the series will focus on the importing and sourcing issues that are facing many businesses involved in international trade today. This interactive and in-depth program will walk participants step-by-step through the entire import process. The seminar will cover the operational, logistical, regulatory and financial aspects of importing while addressing special areas of concern for importers such as global supply chain management and security. Specific issues to be covered include: finding, qualifying and managing overseas suppliers; import documentation and customs clearance; import financing; logistics; customs initiatives; working with import service providers; recordkeeping; and working with U.S. Customs to avoid product seizures and delays.

- Robin Douglas, Import Buyer — Kenney Manufacturing Company
- Roberto Grasso, Senior Vice President, Global Sourcing — The Clarks Companies, N.A.
- Robert Kenneally, Senior Manager, CHB Development — Fedex Air & Ocean Group
- Rosemary Russell, Vice President, International Banking — Eastern Bank
- Philip Spayd, President — Global Trade Systems, Inc.

### **Free Trade Agreements, Duty Drawback and Foreign Trade Zones (Nov 15)**

The final program in the series will focus on tools that exporters and importers can use to maximize profits and supply chain efficiency. *Free Trade Agreements* are playing an increasingly important role in exporting and sourcing decisions as the number of FTAs grows. *Duty drawback* is an often-overlooked program that is beneficial for both exporters and importers. Companies engaging in any of the following activities may be eligible for drawback refunds: paying duties on imports that are later exported; exporting imported products or similar goods that are domestic or duty-free; buying imported products from U.S. suppliers that are later exported; selling imported products to U.S. customers who then export the goods. *Foreign Trade Zones* and bonded warehouses are important tools that can be used by both importers and exporters to minimize or defer transaction costs. Within FTZs, foreign goods are considered to be in international commerce and not subject to customs duties unless or until entered into the U.S. In addition, raw materials, parts, and components can enter duty-free. Goods can then be assembled, manufactured or processed-and the final product re-exported-without paying customs duties. The seminar will provide an overview of FTZs and when their use would be beneficial for a company. Topics also include: origin determination and appropriate documentation for claiming preferential treatment under FTAs; tariff shifts and regional value content under FTAs; types of duty drawback; development and implementation of a duty drawback program; set-up and use of Foreign Trade Zones.

- Mary Lee Courtney, Product Manager, Drawback Services Department — Fedex Trade Networks Transport and Brokerage
- Jeffrey Meeks, Managing Partner — Meeks & Sheppard
- Lynn Vikesland, Marketing Research Manager — Massport Maritime Department

# Import/Export School



**Sovereign Bank**



**Don't miss the Massachusetts Export Center's four-part Import/Export School**, a seminar series that will provide participants with a basic understanding of the day-to-day mechanics of international trade. Participants who complete the entire four-part series will receive a certificate of completion issued by the Massachusetts Export Center and BAX Global Inc.

**Dates:** *Tuesdays: October 23, 30; November 6, 13, 2007*

**Time:** *Registration 8:30 a.m.; Program 9:00 a.m. – 1:00 p.m.  
Nov 6 Program 9:00 a.m. – 4:00 p.m.*

**Location:** *The Kittredge Center, Room 302, Holyoke*

**Cost:** *\$65 per session or \$225 for entire four-part series; Nov 6 single session price \$95. Price includes seminar materials and continental breakfast. Lunch provided on Nov 6.*

## **Intro to Export Shipping and Classification** (Oct 23)

This session is designed to assist companies understand the basic steps and tools in the export process. It will focus on the fundamentals of export logistics, including product classification, Incoterms 2000, recordkeeping and exporter responsibilities, air and ocean freight shipping procedures, and the role of the shipper.

- Robert Gresham, International Manager — BAX Global
- P. Ann Pieroway, Western Mass Program Director — Massachusetts Export Center

## **Intro to Export Documentation and AES** (Oct 30)

Whether new to exporting or an experienced exporter, documentation requirements for international trade can be a confusing and ever-changing tangles of papers, forms and regulations. Shipping to new markets means a need to understand customs infrastructure, including procedures, clearances and tariffs. One of the most important measures a shipper can take to minimize the risk of delays is to learn what documents are required and ensure they are correct prior to shipment. This seminar will offer a detailed look at major export documents (e.g. Shipper's Letter of Instruction, Certificates of Origin, Commercial Invoices) and show you how to properly complete them. We will also discuss the Automated Export System (AES).

- Robert Gresham, International Manager — BAX Global
- P. Ann Pieroway, Western Mass Program Director — Massachusetts Export Center

### Intro to Importing (Nov 6)

More companies are becoming involved in importing as they bring in components from other parts of the world. This full-day seminar will cover the operational, logistical and financial aspects of importing while addressing special interests of importers such as security and global supply chain management. Specific issues include: product classification, global sourcing, customs clearance import financing, logistics, documentation, and working with import service providers.

- Stephen Leahy, Principal — Law Office of Stephen J. Leahy
- Valerie Pearson, Import Manager — BAX Global

### Intro to International Payment and Financing (Nov 13)

This session will cover methods of international payment including letters of credit and other payment instruments. Foreign exchange, export financing and credit insurance programs will also be discussed.

- John Joyce, International Trade & Finance Manager — U.S. Small Business Administration
- Michael Laffan, Vice President, International Trade Banking Group — Sovereign Bank

Advertisement for ezGlobe, featuring a colorful parrot (Macaw) as the central image. The parrot is surrounded by various language labels in different colors, including: Arabic, European, Chinese, Portuguese, French, Czech, Hindi, Korean, Japanese, German, Romanian, Turkish, Swedish, English, Italian, Spanish, Dutch, Danish, Slovenian, Polish, Korean, Vietnamese, Gaelic, Hindi, Magyar, Icelandic, Lithuanian, Czech, and Ukrainian. The parrot is also surrounded by various industry labels: Industrial, life sciences, software, medical, banking & finance, marketing, e-learning, documentation, websites, and medical. A large orange speech bubble contains the text "本地化专家" (Localization Expert). A blue banner below the parrot reads "Speak the languages of your markets!". The ezGlobe logo is prominently displayed, followed by the text "The translation & localization specialists". Contact information is provided at the bottom: Massachusetts, USA: (781) 322-0370; Sophia-Antipolis, France: + 33 (4) 92 94 23 90; and the website www.ezglobe.com.

# Driving Directions

Additional directions and maps available at [www.mass.gov/export/directions.htm](http://www.mass.gov/export/directions.htm)

## **Cape Ann Chamber of Commerce**

**33 Commercial Street, Gloucester • 978-283-1601**

*From Points South & West via I-95 North:* Take I-95 North to Route 128 North (Peabody/Gloucester). Keep left to take Route 128 North via Exit 45 toward Gloucester and follow Route 128 North to Gloucester (18.9 miles). In Gloucester at the first rotary, take the first exit onto Washington Street. Stay right past the Joan of Arc Statue. Take left on Angle Street. Stay straight to the left of the Citgo Service Station. Take right after the station onto Commercial Street.

## **Eastern Insurance**

**233 West Central Street, Natick • 800-333-7234**

*From North/South:* Take Masspike to Exit 13. Go through the tolls and bear left to "Natick/Speen Street". At the bottom of the ramp, you will be on Route 30 (Dunkin' Donuts/Red Roof Inn will be on left; Fast Signs/Getty Gas Station will be on right). At the first set of lights, go right at the Getty Station—this is Speen Street. Follow through three sets of lights, and at the fourth light (CVS on left), take a right onto West Central Street (Route 135). Continue through one light, past Barber Bros Florist on right. Eastern Insurance is two buildings down; the driveway is immediately after NTB Tire & Battery. The front of the building has "Eastern Insurance" on it. Please park at the back of the building.

## **Holiday Inn Select**

**15 Middlesex Canal Park, Woburn • 781-935-8760**

*From Boston Vicinity & South Shore via I-93:* Take I-93 North. Take exit 37B and merge onto I-95/Route 128 South toward Waltham. Take Exit 35, Route 38. Go around the rotary to the third turn. Turn right at the first set of lights onto Middlesex Canal Park Road. The hotel is on the right. **▲ From the North via I-93 or I-95:** Take I-95/Route 128 South toward Waltham. Take Exit 35, Route 38. Go around the rotary to the third turn. Turn right at the first set of lights onto Middlesex Canal Park Road. The hotel is on right. **▲ From the West via I-90 (Masspike):** From the Masspike, follow signs for I-95 North. Take Exit 37, I-95/Route 128 toward Waltham. Take Exit 35, Route 38. Enter the rotary and take the first turn. Turn right at the first set of lights onto Middlesex Canal Park Road. The hotel is on right.

## **The Kittredge Center @ Holyoke Community College**

**303 Homestead Avenue, Room 302, Holyoke • 413-552-2500**

*From Mass Turnpike:* Take Exit 4 to I-91 North and follow next directions. **▲ From I-91 North or South:** Take Exit 16 (Route 202/Holyoke). At the bottom of the ramp, take a left (if traveling from the south) or right (if traveling from north of the exit) onto Cherry Street. At the traffic light, take a left onto Homestead Avenue. Go less than a mile and the HCC Campus entrance is on the right. Go in the main entrance and then take a left. Continue to "E" parking lot. Walk to The Kittredge Center and go to the 3rd floor.

## **The Lantana**

**43 Scanlon Drive, Randolph • 781-961-4660**

*From Boston and Vicinity:* Take I-93 South ("Southeast Expressway") to Exit 5A (Randolph, Route 28 South). Take a right at the first set of lights onto Scanlon Drive. The Lantana is at the end of Scanlon Drive on the right. **▲ From the South via Route 3 (South Shore & Cape Cod):** Take Route 3 North to I-93 South towards Dedham/Providence. Take Exit 5A (Randolph, Route 28 South). Take a right at the first set of lights onto Scanlon Drive. The Lantana is at the end of Scanlon Drive on the right. **▲ From the South via Route 24 & I-95 (South Coast and Providence area):** Take Route 24 North or I-95 North to I-93 North (formerly Route 128 South). Take Exit 5A (Randolph, Route 28 South). Take a right at the first light onto Scanlon Drive. The Lantana is at the end of Scanlon Drive on the right. **▲ From the West & Western Suburbs:** Take I-95 South to I-93 North (formerly Route 128 South) to Exit 5A (Randolph, Route 28 South). Take a right at the first light onto Scanlon Drive. The Lantana is at the end of Scanlon Drive on the right.

## **One Financial Center**

**2nd Floor Conference Center, Boston • 617-348-8335**

*From the West via the Masspike I-90:* Take Masspike I-90 East to Exit 24. From Exit 24, take Exit 24A, a right hand exit to South Station. At the end of the ramp, go straight through the lights onto Atlantic Ave. Go through one more set of lights. At the next set of lights take a left onto Essex Street. One Financial Center is the tower block on your immediate right. Take the escalator up to the 2nd floor from the lobby. **▲ From the North via Route I-93:** Take I-93 South to Boston and cross the Zakim Bridge. Take Exit 20A for South Station. Proceed through two sets of traffic lights (one at the top of the ramp and a second set, which are very close to the first set, at Summer Street). At the fourth set of lights, take a sharp left onto Essex Street. On Essex Street proceed through one set of lights. One Financial Center is the tower block on the left. Take the escalator to the second floor from the lobby.



▲ *From the South via Route I-93:* Take Exit 20 off the Expressway and follow signs to South Station. At the bottom of the ramp, take a right onto Kneeland Street. Go to the end of Kneeland and take a left onto Atlantic Avenue. Once on Atlantic Avenue, take a left at the second set of lights onto Essex Street. One Financial Center is the tower block on your right. Take the escalator to the second floor from the lobby. ▲ *Public Transportation:* Take the Red Line to South Station. One Financial Center is located immediately across Atlantic Avenue from South Station. Take the escalator to the second floor.

### **The Quest Center**

#### **1213 Purchase Street, New Bedford • 508-991-3122**

*From Boston and Points North:* Take I-93 South to Exit 4 (Route 24 South) towards Brockton to Exit 12 (140 South) via toward Lakeville/New Bedford to Exit 2E - I-195 E toward Cape Cod, to Exit 15 (Route 18 South) toward downtown New Bedford. ▲ *From Cape Cod and Points East:* Take Route 28 North to merge to Route 25 West to Exit 1 (I-195 West) towards New Bedford/Providence. Merge onto Route 18 South to Exit 15 towards downtown New Bedford. ▲ *From Providence RI, and Points South:* Take I-95 North to I-195 East to Exit 14 to Route 18 towards downtown New Bedford. ▲ *From Masspike I-90 and I-495:* Take Masspike I-90 East to Route I-495 South to Exit 7B (Route 24 South towards Fall River) to Exit 12 (Route 140 South) towards Lakeville/New Bedford to Exit 2E onto I-195 East via Exit 14 to Route 18 towards downtown New Bedford. ▲ *From New Bedford, Route 18 towards downtown:* Take Purchase Street exit to end. At flashing red light, turn left onto Purchase Street The Quest Center is on the right. ▲ *Parking:* Limited on-street parking on Purchase Street; free parking available at the Whale's Tooth Parking Lot. Follow "Ferry Parking Lot " signs from Purchase Street. Past Quest Center to left set of lights, follow over pass to stop sign. Parking lot is across Achusnet Avenue on left.

### **State Room**

#### **60 State Street, 33rd Floor, Boston • 617-854-5000**

*From The North (or Tobin Bridge):* Take Interstate 93 South. Take the Government Center exit (24A). At the third set of lights, make a right onto State Street. Take the third right onto Merchants Row to enter garage. The 60 State Street Garage will be on your left at the end of Merchants Row. ▲ *From the South:* Take I-93 North to Exit 23 (Government Center exit in the tunnel). Go up ramp and stay in the left lane and take your first left-hand turn. Take second right onto State Street. Take the third right onto Merchants Row to enter garage The 60 State Street Garage will be on your left at the end of Merchants Row. ▲ *From the West:* Take the Masspike I-90 East to I-93 North. Follow directions from the South. ▲ *From North Shore:* Take the Sumner Tunnel inbound. When exiting the tunnel, stay in left lane. Follow the road and take the first right onto Hanover Street. Take Hanover Street to the end and make a right onto Commercial Street. Take Commercial Street (which will become Atlantic Avenue) for about 7-9 lights. Turn right onto State Street. Take the third right onto Merchants Row to enter garage. The 60 State Street Garage will be on your left at the end of Merchants Row. (Please note: Take the Callahan Tunnel outbound). ▲ *Public Transportation:* Government Center stop on the Green and Blue Lines; State Street stop on the Orange Line; Downtown Crossing stop on the Red Line.

### **Summit Place**

#### **142 Pleasant Valley Street, Clubhouse Community Room, Methuen • 978-688-6300**

*From the South via I-93 (Boston area and South Shore):* Take I-93 North. Take Exit 47/48 to merge onto Route 213 East toward Methuen. Take Exit 4 for Pleasant Valley Street. Turn left at Pleasant Valley Street/Route 113. Summit Place is on the left. The Clubhouse is the first building on the left side. ▲ *From Route 128 North & South (Northern and Western Suburbs):* Take Route 128 to I-93 North. Take exit 47/48 to merge onto Route 213 East toward Methuen. Take Exit 4 for Pleasant Valley Street. Turn left at Pleasant Valley Street/Route 113. Summit Place is on the left. The Clubhouse is the first building on the left side.

### **University of Massachusetts Boston**

#### **100 Morrissey Boulevard, Campus Center, Boston • 617-287-4800**

*From the North:* Take I-93 South through Boston to Exit 15 (JFK Library/South Boston/Dorchester) and follow the University of Massachusetts signs along Columbia Road and Morrissey Boulevard to the campus. Once on the campus road, follow signs for the North Lot, and take a left into the parking lot. The Campus Center is adjacent to the lot, up the stairs. ▲ *From the South:* Take I-93 North to Exit 14 (JFK Library/Morrissey Boulevard) and follow Morrissey Boulevard north to campus, which will be on the right side. Once on the campus road, follow signs for the North Lot, and take a left into the parking lot. The Campus Center is adjacent to the lot, up the stairs. ▲ *From the West:* Take the Masspike I-90 East to I-93. Take I-93 South one mile to Exit 15 (JFK Library/South Boston/Dorchester) and follow the UMass signs along Columbia Road and Morrissey Boulevard to the campus. Once on the campus road, follow signs for the North Lot, and take a left into the parking lot. The Campus Center is adjacent to the lot, up the stairs. ▲ *Public Transportation:* Take the Red Line to the JFK/UMass stop. A free shuttle bus will take you to UMass and drop you off in front of the Campus Center.



## Partners and Cosponsors



The **Massachusetts Export Center** ([www.mass.gov/export](http://www.mass.gov/export)), part of the Massachusetts Small Business Development Center Network, provides a number of targeted services to help Massachusetts companies to achieve success in global markets. The Export Center also serves as the first point of contact for Massachusetts companies to access all export services offered by the state's primary international trade service providers. Contact the Massachusetts Export Center for the following services: one-to-one export counseling and technical assistance; export workshops, training programs and conferences; overseas market research, statistics and publications; international marketing activities and assistance; and meetings with visiting international business delegations. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling **(617) 973-8664**.



The **Massachusetts Small Business Development Center Network** ([www.msbdcenter.org](http://www.msbdcenter.org)), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade counseling services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



The **Massachusetts Executive Office of Housing and Economic Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

The **Massachusetts Office of International Trade & Investment** is a sister agency to the Massachusetts Export Center that carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling all foreign protocol, which currently involves 30 sister state and development agency agreements with Massachusetts; and focused export promotion through international trade show participation. MOITI has four foreign offices—Berlin, Mexico City, Sao Paulo and Shanghai—that engage in export promotion activities integrated with the services of the Massachusetts Export Center.

**MassDevelopment** provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

# MSBDC Network

*“Your Success is Our Business”*

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Executive Office of Housing and Economic Development and a consortium of higher educational institutions led by the University of Massachusetts Amherst, Isenberg School of Management and including Clark University, Salem State College, University of Massachusetts Boston and the University of Massachusetts Dartmouth.

**State Office** ..... (413) 545-6301

## **Business Advising Centers**

- Berkshire County Regional SBDC ..... (413) 499-0933
- Clark University SBDC ..... (508) 793-7615
- Massachusetts Export Center
  - Boston Office / Headquarters ..... (617) 973-8664
  - Holyoke Office ..... (413) 552-2316
  - New Bedford Office ..... (508) 999-1388
  - Worcester Office ..... (508) 929-8844
- Procurement Technical Assistance Center ..... (413) 545-6303
- Salem State College SBDC ..... (978) 542-6343
- Southeastern Massachusetts Regional SBDC ..... (508) 673-9783
- UMass Boston SBDC & Minority Business Center ..... (617) 287-7750
- Western Massachusetts Regional SBDC ..... (413) 737-6712

**Visit our website at [www.msbdc.org](http://www.msbdc.org)**



Special thanks to the New Bedford Area Chamber of Commerce, Holyoke Community College and Worcester State College for hosting the Massachusetts Export Center's regional offices.



# Registration Form

Please complete a separate registration form for each attendee, duplicating this form if necessary. Payment must accompany registration form. We accept cash and personal or company checks. We do not accept credit cards or purchase orders, nor do we invoice participants. ***Please make checks payable to the University of Massachusetts.*** Confirmations will not be sent.

F A L L 2 0 0 7

- ☐ Advanced Certificate Series in Global Supply Chain Management - all four sessions (\$275) *or*
  - ☐ [Session 1] Export Operations, Documentation and Compliance (\$80)
  - ☐ [Session 2] Export and Import Classification and Valuation (\$80)
  - ☐ [Session 3] Global Sourcing, Import Compliance and Recordkeeping (\$80)
  - ☐ [Session 4] Free Trade Agreements, Duty Drawback and FTZs (\$80)
- ☐ BIS Export Compliance Seminars - both sessions (\$260) *or*
  - ☐ Essentials of Export Controls (\$175)
  - ☐ ECCN Classification (\$125)
- ☐ Developing Seafood Sales in International Markets (\$50)
- ☐ European Distribution and Logistics: Strategies for Supply Chain Optimization (no charge)
- ☐ Export Open House (no charge)
- ☐ Exporting 101 (no charge)
- ☐ Import/Export School - all four sessions (\$225) *or*
  - ☐ [Session 1] Intro to Export Shipping and Classification (\$65)
  - ☐ [Session 2] Intro to Export Documentation and AES (\$65)
  - ☐ [Session 3] Intro to International Payment and Financing (\$65)
  - ☐ [Session 4] Intro to Importing (\$95)
- ☐ International Letter of Credit Certificate Program (\$95)
- ☐ Managing International Customer Service and Sales Networks (\$45)
- ☐ Meet the Massachusetts Export Center (no charge)
- ☐ Opening an Overseas Sales Office: Lessons Learned in Europe, China and Beyond (\$95)

☐ Mr. ☐ Ms. Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Web Address \_\_\_\_\_

Product/Service \_\_\_\_\_

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No

Countries of interest: \_\_\_\_\_

**Cancellation/Refund Information:** Cancellations received by noon the day prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept cash and company or personal checks. We do not accept credit cards or purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Department of Business and Technology under cooperative agreement 7-693001-Z-0022-27 through the University of Massachusetts Amherst. SBDs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 4510, Boston, MA 02116; telephone (617) 973-8664.

Please mail registration and a check payable to the University of Massachusetts to: Catherine Cornwell, MSBDC Network, 227 Isenberg School of Management, University of Massachusetts, 121 Presidents Drive, Amherst, MA 01003-9310

# Financing for Exporters

At MassDevelopment we offer 100% Export Loans, up to \$500,000, to completely cover your project costs.

With a low-cost, flexible, Export Loan from MassDevelopment, you can maximize your international growth opportunities by purchasing new equipment, making leasehold improvements, or obtaining term working capital.

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Build. Create. Innovate.



Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts**

**Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

**For further information, visit our website at [www.mass.gov/export](http://www.mass.gov/export)**

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